

COUNT NOW STANDS
THREE GAMES TO ONE
MACKMEN TAKING
THE FOURTH BATTLE

The Why of the Morning Newspaper

¶Advertising results from any newspaper, whether for a jewelry store or a second-hand shop, are dependable, aside from the merit of the advertising itself, on quantity of actual circulation as represented by copies which go into the home; the extent to which its subscribers are the substantial portion of all good classes of people; its attractiveness as a newspaper which controls the amount of time its readers devote to it regularly which in turn regulates the likelihood of the advertising being read; its standing and influence with its readers who instinctively give the advertising the same credence as to the news and editorial columns.

¶The hour of the day or night at which a newspaper is published is of less importance than these things, but whatever advantages there may be in that are in favor of one delivered in the morning.

¶It has from 2:30 o'clock at night, the approximate hour at which morning papers are printed, until 6 o'clock to reach the door-step of subscribers in advance of their rising.

¶With mail editions printed as early, in some cases, as with The Constitution for instance, as 10 o'clock at night, it has from five to ten hours in which to travel with night trains to outside points for breakfast-table reading. Afternoon papers can cover only a small area on the day of publication.

¶A morning newspaper reaches the family circle at the beginning of the day's activities; when the minds of all who read it are clear and fresh and responsive to impressions from the printed page whether news or advertising. Good salesmen make their most important calls in the morning before their prospects' minds are tired and their sensibilities dulled.

¶It is generally accepted, because nearly all men read a newspaper before going to work, that the morning newspaper is superior for advertising addressed to them.

¶Even more generally women, to whom the majority of advertising is addressed, whether their household work is done by servants or not, have more leisure for reading between the time the morning meal is over, the children off to school, the day's routine determined, and noon than at any other period of the day.

¶Any fair investigation will substantiate this. Recently The Constitution tested the extent to which women read it and learned, as a part of the result, not only that 96 per cent of the women in the homes where the paper is delivered read it regularly, but of these, 73 per cent do so in the morning hours, 8 per cent in the afternoon and 21 per cent irregularly as to time. Of those who read it before noon, 27 per cent do so about 7 o'clock, 38 per cent about 8 o'clock, 27 per cent about 9 o'clock and 8 per cent after 9 o'clock.

¶In the same investigation it was learned also that of those who receive an evening paper in addition to The Constitution, 83 per cent read the evening paper no more regularly or thoroughly.

¶A morning newspaper, constructed after and not during the hurly-burly of the active business day, is complete, accurate, well edited and dependable. In that sense it is more conservative than its afternoon contemporaries. The advertising columns inevitably

borrow some portion of the credence which those superiorities give it as a newspaper, and advertising results are correspondingly increased.

¶Contrary to a lingering belief, based upon conditions which have passed away, morning newspapers are at no disadvantage in relation to circulation among working people. The general acceptance of the eight-hour day enables the wage-earner to work less hours, as a rule, than his employers. They now report for duty at 7:30 or 8 o'clock. They arise at 6 o'clock or earlier, with ample leisure to read the morning newspaper.

¶The afternoon paper sometimes bases its claims of superiority as an advertising medium upon the theory of the family circle around the library table with the evening paper passing in whole or in part from father to mother, from mother to daughter and son until it had been digested column by column by every member of the family.

¶The family circle in that sense is not the institution it used to be. More than ever before, especially in the cities, people are seeking entertainment and recreation after working hours. Recently an Atlanta newspaper made the plausible statement that ten per cent of the people were now engaged professionally in entertaining the other nine-tenths.

¶There are something like 5,000 automobiles on the city streets or country roads practically every night, each providing pleasure for from three to five persons.

¶It used to take from \$1 to \$2 to see a play with a choice of two or three theaters. Nowadays a nickel or a dime secures admission into one of a dozen moving-picture play-houses, where a thoroughly pleasing and for the most part wholesome entertainment may be had. They are all packed afternoon and night.

¶The streets of Atlanta are busy with people in the morning but in the afternoon and evening they can scarcely accommodate the crowds that throng them.

¶Baseball, golf, tennis, card-playing, dancing, musical concerts, lectures, week-day evening church services, social visiting, the parks—in fact, practically all activities of a recreatory nature are in direct competition with the afternoon newspaper at the time of its publication and delivery. Consequently, it has its own natural handicaps as an advertising medium.

¶This is said not in depreciation of the evening newspaper, for most of them are good mediums because they have true merits as such, apart from the mere fact of publication in the afternoon from which no special advantage accrues to them.

¶The Constitution's 45,000 Daily and 48,000 Sunday circulation, its full representation with the substantial people of all classes, its excellence as a newspaper according to the best journalistic standards, its incomparable influence with its readers, supplemented by the fact that it is a morning newspaper---the only morning newspaper in Atlanta---are combined to make it a fine medium for all advertising purposes for which any newspaper anywhere is adaptable.

THE ATLANTA CONSTITUTION

"THE STANDARD SOUTHERN NEWSPAPER"

NEW JUROR WILL BE ATTACKED AS BIASED

ed to Be Filed Before
Hearing Is Held.

From what could be learned Friday it was almost made certain that attorneys for Leo M. Frank will file affidavits against an additional tumor.

For a new trial is argued on October 18 before Judge L. S. Roan. Several motions are expected to be filed against the latest jury to be accused of bias and extreme dislike.

Solicitor General Dorsay and his assistant, A. E. Stevens, are reported as being hard at work at Valdosta compiling their answer to the voluminous petition for a new trial, filed by the defense attorneys. They are said to have a strong case which would be undoubtedly ready for argument on the petition on October 18.

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Stamina for work-
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CUIT COMPANY

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3.00 to \$7.00.
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SOCIAL ITEMS.

Mrs. T. R. Felder, who has been in New York since her return from Europe, will return home the 15th.

Mr. Will H. Allen has returned from Dallas, where he was called on account of the death of his little niece.

Mrs. William Lawson Peck will return today from Washington, D. C.

Mr. and Mrs. Robert Irving Graham announce the birth of a son, Robert Irving Graham, Jr.

Mr. Colton Ledy of Griffin, is ill at St. Joseph's infirmary.

Miss Laura Cowles will return today from Ladang.

Miss Viola Wade will return to her home in Florida after a visit to Mrs. William Rogers.

Mrs. William Boarden entertains her bridge club Thursday afternoon at her home.

Mr. A. H. Morris has been called to Toronto, N. C., on account of the death of his mother, which occurred Wednesday. The funeral took place in Richmond, Va. Friday, and Mr. Morris will return home today.

Mrs. Dan Y. Sage will entertain her bridge club next Friday afternoon.

Miss Louise Johnson returned to her home in Columbus yesterday after a week's visit to Mrs. Charles Sloan.

Miss Catharine Umer is visiting friends in Augusta.

Mrs. W. A. Rogers, who has been in New York since her return from Europe, will return home the 15th.

Mrs. E. H. Umer is visiting friends in Augusta.

Mrs. and Mrs. George H. Turnipseed have returned from their wedding trip to New York and other points, and are at home at 424 Twenty-eighth street, Newport News, Va. Mrs. Turnipseed is in Knoxville, Tenn.

HOKE SMITH'S REMARKS VARIOUSLY INTERPRETED

Plan to Let Currency Bill Go Over to Regular Session Hinted At.

Washington, October 10.—Senator Hoke Smith, one of President Wilson's strongest supporters, expressed some views on currency legislation at the white house which were variously interpreted as a reaffirmation of the administration's policy to put the currency bill through at the extra session, and as an indication of a plan to let it go over to the regular session in December.

"The enactment of a currency law," he said, "is one of the highest pieces of legislation with which congress is confronted. I think a majority of the senators have come to accept the principle of government supervision as absolutely essential. The bill probably will reach the senate about the middle of November, and should be thoroughly debated."

"It will not be an administration defeat if the bill is not passed this session or if it is changed considerably from the house bill. To obtain currency reform within a few months will be a splendid victory for President Wilson, as well as congress."

He was formerly Miss Mary Patrick of Atlanta.

Mrs. Emmett W. Brogdon entertained the Danton club yesterday afternoon at her home.

Miss Margaret Longdon, of Chattanooga, is the guest of Miss Florence.

Miss Christine Nelson will entertain at a box party this afternoon for Miss Clara Hoyt, a bright-eyed, jolly party to include the wedding attendants.

EUGENIC MARRIAGES BEFORE EPISCOPALIANS

Resolution Submitted Suggesting That Marriage After Divorce Be Forbidden.

New York, Oct. 10.—Marriage and divorce again came to the fore today at the general convention of the Protestant Episcopal church. At a session of the house of deputies the divorce of a husband and wife was submitted as a resolution suggesting that marriage after divorce be forbidden.

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The board reported it was not ready to make a decision on the resolution. The board will report to the general convention in December.

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GOV. SUITZER'S FATE IN HANDS OF JURY

High Court of Impeachment Adjourns Until Monday, When It Will Take Up Defendant's Objections.

Albany, N. Y., October 10.—Governor William Sulzer's fate tonight rests with his judges.

The final arguments of counsel for and against him were delivered today before the high court of impeachment. Immediately thereafter the court adjourned until next Monday afternoon at 2:30 o'clock.

Upon reconvening the court will decide upon its plan of balloting, whether it shall be done in open or secret session, and then take up the constitutional objections to the impeachment.

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TRIED TO ASSASSINATE YUAN AT INAUGURATION

Phin, October 10.—Chen, chief of the Pekin military police, was arrested today by the Chinese government for attempting to assassinate Yuan Shi Kai at the inauguration ceremony.

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SHREVEPORT RATE CASE TO THE SUPREME COURT

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WEDNESDAY October 15th

Advertising forms close for the fall and winter issue of

The Bell Telephone Directory

This Directory will go to all the best homes and offices in Atlanta.

It will contain a Business Classified Section, printed on colored paper.

It will be kept always in sight beside more than 20,000 telephones.

It will be consulted approximately 50,000 times every day.

It will be on duty during the holiday season, when "Buy Early and by Bell Telephone," is at its height.

It will persistently and successfully encourage telephone orders for those advertisers who use it.

Only a limited amount of space is available. Place your order before October 15.

Just telephone, write or call today.

Publicity Department Southern Bell Telephone & Telegraph Company Main 9802. 78 S. Pryor St.

BOISCLAIR APPOINTED FEDERAL GAME WARDEN

Savannah, Ga., October 10.—(Special) State Game and Fish Commissioner Joseph E. Mercer, in Savannah, tonight announced the appointment of Boisclair as federal game warden.

Boisclair was appointed federal game warden. He will be in charge of the federal game warden's office in Savannah.

For Day Luncheon and Evening Dinner

FAUST SPAGHETTI

contains a most nutritious as well as a most delicious dinner. A side dish for the evening dinner is added, and a most delicious dinner.

At all Grocers—5c and 10c Packages MAULL BROS., St. Louis, Mo.

Many New Models Have Joined the \$19.75 Group Of High-Class Tailored Suits

For Today's SELLING at

\$19.75

Our buyer in New York has pushed in by express several hundred more of the beautiful Man-Tailored Suits, (many of them Schwartz manufacture). Suits made to retail at \$30.00 and \$35.00 in high-class Department Stores. Dressmakers and men tailors would ask you \$25.00 to make alone—believe us, we know what we are talking about.

These Suits are highly finished to the last stitch—Cutaway 38-inch Coats, satin lined, silk shields, skirts plain or draped, conforming absolutely to lines of French models. Every suit of exquisite new material, rough and plain cloths, in every color—Black and Navy Blues in a plenty—you ought to come and see them for street and evening wear—you'll be dressed to the minute with one of these suits.

We know they are right, the well known "High" Guarantee accompanies each Suit from our doors—sizes from 14 to 44, at

\$19.75

Mail and Telegraph Orders Filled. Our Shopper, Main 1061, Will Serve You If You Call Her.

J.M. HIGH COMPANY.

GYPSY CLAN ARRESTED.

They All Got Drunk With Steve, Say Police.

The entire Mitchell clan of gypsies was arrested last night when Steve Mitchell, who says he is a honest-to-goodness gypsy and no impostor, about it went on an alleged spree out of the gypsy camp at Jefferson and Abby streets.

It is said by the police that Steve got the whole following very much intoxicated, and that a very pretty gypsy girl, Tedra Mitchell, became so intoxicated that she appropriated the sewing machine of a resident of Bellwood avenue, where she is said to have Palmer, who near the grounds.

Mitchell, Tedra, William and Margaret Mitchell all within a few minutes can bend for appearance in court this afternoon at 2:30 o'clock on charges of disorderly conduct.

RALLY DAY ON SUNDAY AT FIRST PRESBYTERIAN

It will be Rally Day in the First Presbyterian church next Sunday morning, Paul Fleming, the superintendent of the school, and Mrs. John M. Fleming, president of the primary department, have prepared an entertainment for the members of the church and all who are interested in the cause of the church.

The entertainment will be given by the members of the church and all who are interested in the cause of the church.

UNCLE SAM SELLING ELECTRICAL POWER

Washington, October 10.—Uncle Sam became a dealer in electrical supplies today when the interior department issued orders for the sale of the electric material to settlers on public lands who were being supplied with electricity from government power plants. The order is expected to be of great assistance in the development of settlers' claims on the reclamation projects.

ROASTED COFFEES

Rogers' "Good Drink," a regular 25c value, only 19c.

Rogers' "Santal" Blend, a regular 30c value, only 24c.

Rogers' Java Blend, fine flavor, mellow cup, regular 35c, 29c.

Rogers' Royal Blend, Java and Mocha, rich, fragrant, fine tasting. A regular 40c blend, 34c.

IRISH POTATOES FANCY MAINE CROP

Peck 27c

Half-peck 14c

SUGAR!

Pure Granulated Sugar!

25-lb. Bag \$1.18

10-lb. \$1.00

5-lb. 50c

CRISCO!

6-pound Pail 90c

3-pound Pail 45c

1 1/2-pound Pail 22c

Ridgway's Famous Teas.

Capital House Blend, 4 lb. 15c

Capital House Blend, 1 lb. 5c

Capital House Blend, 1/2 lb. 3c

Five O'Clock Blend, 4 lb. 35c

Five O'Clock Blend, 1 lb. 7c

Her Majesty, 1/2 lb. 5c

Her Majesty, 1 lb. \$1.00

FLOUR!

PILLSBURY'S FLOUR

24-pound sack 89c

BRUNSWICK FLOUR

24-pound sack 94c

LA ROSA FLOUR

12-pound sack 39c

24-pound sack 76c

48-pound sack \$1.53

SELF-RISING FLOUR

Merry Widow, 12 lbs. 51c

Merry Widow, 24 lbs. 91c

Merry Widow, 48 lbs. \$1.83

ECONOMY!

Economy, 12 pounds 41c

Economy, 24 pounds 81c

Fresh Breakfast Foods.

(Crisp as the pure October air.)

Shredded Wheat 8c

Quaker Oats 8c

Postum Cereal, regular 15c. 12c

Postum Cereal, large size 21c

Post Toasties 12c

Cream of Wheat 8c

Puffed Rice 12c

Puffed Wheat 8c

Grape-Nuts 12c

N. Y. GREENING APPLES!

Prime, fresh, sound, free from blemish—

Peck 40c

Half-peck 22c

TOKAY GRAPES!

Fancy California Tokay grapes

Pound 10c

7-lb. Basket 55c

"SNOWDRIFT"

No. 10 97c

HAMS!

Swift's Famous Premium!

10 and 12-lb. sizes, lb. 19c

Fancy Celery, stalk 8c

Virginia Green Cabbage 34c

Fresh Cape Cod Cranberries, quart 9c

Canned Fruit, Preserves, Jellies, Marmalades, Soda Bread, etc. etc.

Just received, the best packages of Dulse we've ever had. In 10c and 20c packages. A liberal return on all orders.

"Better Bread"

Fresh from our own ovens every day, made by the best machinery, baked to a turn, and in perfect wholesomeness. Made of Pillsbury's Flour.

5c Loaf 3 1/2-12c—10c Loaf 7c

Salmon.

Cocktail Salmon Steak, No. 1 15c

Paired Red Heart Salmon, Red 15c

No. 2 size 15c

Paired Red Heart Salmon Steak, Red 15c

1/2 size 15c

Read the Rogers' Ads From Day to Day—"Get the Habit" and Make It Pay!

GIANTS' RALLY FALLS ONE RUN SHY

Edited By
DICK JEMSLONGames 3-1 in Mack's Favor;
Giants Rally Desperately
In Seventh and Eighth

WON HIS SECOND

YELLOW JACKETS
PLAY MOCCASINS

OUT OF SERIES

100-Mile Motorcycle Race
And World's Series Detail
At the Motordrome Today

Continued From Page One.

was battering down the last defense of

the Mackmen.

Fred Merkle, whose injured ankle

still caused him to limp perceptibly,

was the player who was directly re-

sponsible for the breaking through

of the Philadelphia line.

Merkle's injury was

apparent.

Bernie and Murray on second

and third as the Athletics made

a double steal and two out.

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Standing alone in its class,
the high regard in which
WHITE ROCK WATER is
held by the doctors of today is
attested by its enormous sale.

Atlanta Gas Light Co. Main 494

Parks-Chambers-Hardwick
37-39 Peachtree® COMPANY Atlanta, Ga

Hardwick
Atlanta, Ga.

See "The Last Days of Pompeii," Grand, all next week.

RELIGION FORWARD MOVEMENT.

ROAD SCHEDULE
BEARS IN ST. LOUIS
HIT AMALGAMATED

Break in London Copper Markets Main Factor in Decline—Steel Made a Good Showing—Bonds Dull.

[illegible]

Money and Exchange.

[illegible]

also, Company

Johnson, Manager
Atlanta, Ga.

Myself This:

FOR THE SELECTION
for your own or your
what better protection
in the reputation of a
a century of uninter-
What security could
the \$10,000,000.00
by the ATLANTA
KY? And what better
wish for than can be
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bank by any or all of its

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...ent or to extend their

International Bank

W. FLOYD,
President
J. S. DORNAV,
Cassier

J. S. HENREY,
Asst. Cashier
J. D. LEITCH,
Asst. Cashier
J. M. LEITCH,
Asst. Cashier
